

Pokémon (Japanese: ポケモン Hepburn: *Pokemon*, Japanese: [pokemon];

English: /ˈpoukiˌmɒn, -ki-, -keɪ-/)^{[1][2][3]} is a [media franchise](#) managed by [The Pokémon Company](#), a Japanese consortium between [Nintendo](#), [Game Freak](#), and [Creatures](#).^[4] The franchise copyright is shared by all three companies, but Nintendo is the sole owner of the trademark.^[5] The franchise was created by [Satoshi Tajiri](#) in 1995,^[6] and is centered on [fictional creatures called "Pokémon"](#), which humans, known as Pokémon Trainers, catch and train to battle each other for sport. The English [slogan](#) for the franchise is "Gotta Catch 'Em All".^{[7][8]}

The franchise began as a pair of video games for the original [Game Boy](#) that were developed by Game Freak and published by Nintendo. It now spans a [video game series](#), a [trading card game](#), an [anime television series](#), a [film series](#), [books](#), [manga comics](#), [music](#), toys, and merchandise. *Pokémon* is the [highest-grossing media franchise](#) of all time,^{[9][10]} with over [¥6 trillion](#)^[11] (\$59.1 billion) in total revenue.^{[10][12]} It includes the world's top-selling toy brand,^[13] the top-selling trading card game^[14] with over 25.7 billion cards sold,^[11] the second [best-selling video game franchise](#) (behind only Nintendo's [Mario franchise](#))^[15] with more than 300 million copies sold^[11] and over 800 million [mobile downloads](#),^[16] and the most successful [television show based on a video game](#).^[17] The franchise is also represented in other Nintendo media, such as the [Super Smash Bros.](#) series.

In November 2005, [4Kids Entertainment](#), which had managed the non-game related licensing of *Pokémon*, announced that it had agreed not to renew the Pokémon representation agreement. The Pokémon Company International (formerly Pokémon USA Inc.), a subsidiary of [Japan's Pokémon Co.](#), oversees all *Pokémon* licensing outside Asia.^[18] The franchise celebrated [its tenth anniversary](#) in 2006.^[19] 2016 marks the 20th anniversary of the release of the original games, with the company celebrating by airing an ad during [Super Bowl 50](#), issuing re-releases of *Pokémon Red*, *Blue*, and *Yellow*, and completely redesigning the way the newest games are played.^{[20][21]} The mobile [augmented reality](#) game [Pokémon Go](#) was released in July 2016.^[22] The first seventh-generation games [Pokémon Sun and Moon](#) were released worldwide on November 18, 2016.^[23] A [live-action film adaptation](#) based on [Detective Pikachu](#) began production in January 2018,^[24] and is set to release in 2019.^[9]